MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMR2104 – MARKET PLANNING AND MANAGEMENT

(All sections / Groups)

9th March 2017
9.00a.m – 11a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of ONE (1) page with FOUR (4) Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet.

QUESTION 1

To be a successful firm, evaluating a market segment is very important. This strategy enable the firm to identify the market segment attractiveness. Later, the firm can identify the pattern of the target market selection. As a firm representative, explain in detail all patterns of target market selection.

(Total: 25 marks)

QUESTION 2

You are appointed as a Service Quality Officer under Service Quality Department of Federal Hotel in Kuala Lumpur. As the Service Quality Officer, assess the strategy that can be used to better match between the demand and supply of a service within the context of Federal Hotel.

(Total: 25 marks)

QUESTION 3

You are assigned to develop a website by your marketing manager. Identify and explain the key design elements of an effective web. You also need to evaluate the performance of the website from visitors' point of view.

(Total: 25 marks)

QUESTION 4

As a marketing consultant for Multimedia University, draft a simple marketing plan that can be presented to the Multimedia University Board of Directors.

(Total: 25 marks)

End of Paper